

Why Bently Nevada decided to manufacture "transmitters"

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Bently Nevada has always strived to carefully listen to you, our customers, so we could understand your real needs and develop new products that addressed your needs. As long as our new products helped you solve your problems in a cost-effective manner, we were both successful. Occasionally, you told us you wanted new products from Bently Nevada, but you were not able to explain, or we did not understand, your real need. We are always uncomfortable in this situation, as it represents a major source of conflict for us. If we don't do as you ask, we risk losing our most valuable asset, our relationship with you, our customers. If we do as you ask, but do not understand your real need, we have become, in essence, a con-

tract design and manufacturing firm. However, that is contrary to our culture of understanding our customers' businesses well enough to be a "partner" in their operations.

Most often, we err on the side of keeping the customer relationship, primarily because, unless we do so, we will never be in a position to understand what the real business issues are. This is exactly what happened in the case of the development of the 1800 Dynamic Transmitter® System. One of our long-standing, and highly-valued, customers approached us with a product idea: to develop a Proximity-like device which would output a 4-20 mA signal, proportional to overall vibration amplitude, as its only output. We did not think this was a good idea for either machinery protection or management, but couldn't convince our customer. Our customer told

us, "This is the product we want. We want Bently Nevada to build it because we know from thirty years of experience working with your company that, if you build it, it will work. It will also be supported worldwide by your service organization. However, if you elect not to build it, we will find another organization who will."

We were in a very difficult position. We elected to stay with the customer to preserve our relationship, even though we did not clearly understand what the real need was. We are glad that we decided to stay close to our customer. It allowed us to better understand the customer's real need. This understanding enabled us to develop a quality product which does solve our customers' problems, the 3500 Machinery Management System. ■